



Order / Rev: 703702 - 2  
 Alt Order #: 6259117  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama For America  
 Product Desc: OBAMA FOR AMERICA WTLV-TV  
 Estimate: 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	10/23/12	10/29/12	530a-6a 530a-6a	CM	530a-6a	MTWTF--	:30	5	\$2,000.00	NON	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5	\$2,000.00			0.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		
		1	WTLV	10/23/12-10/29/12	530a-6a		530a-6a				MTWThF----		:30(\$2,000.00)	0.00	NM
					Credited										
		2	WTLV	10/23/12-10/29/12	530a-6a		530a-6a				MTWThF----		:30(\$2,000.00)	0.00	NM
					Credited										
		3	WTLV	10/23/12-10/29/12	530a-6a		530a-6a				MTWThF----		:30(\$2,000.00)	0.00	NM
					Credited										
		4	WTLV	10/23/12-10/29/12	530a-6a		530a-6a				MTWThF----		:30(\$2,000.00)	0.00	NM
					Credited										
		5	WTLV	10/23/12-10/29/12	530a-6a		530a-6a				MTWThF----		:30(\$2,000.00)	0.00	NM
					Credited										
4	WTLV	10/23/12	10/29/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5	\$900.00			0.00					
5	WTLV	10/23/12	10/29/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		4	\$950.00			0.00					
6	WTLV	10/23/12	10/29/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	7	\$800.00	P-1	0.00	NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		7	\$800.00			0.00					
7	WTLV	10/23/12	10/29/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$875.00	P-1	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		1	\$875.00			0.00					
8	WTLV	10/23/12	10/29/12	Today Show II M-F 9-10am	CM	9a-10a	MTWTF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$400.00			0.00					
9	WTLV	10/23/12	10/29/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5	\$150.00			0.00					
10	WTLV	10/23/12	10/29/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	MTWTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$70.00			0.00					
11	WTLV	10/23/12	10/29/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	4	\$170.00	P-1	0.00	NM	4	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		4	\$170.00			0.00					
12	WTLV	10/23/12	10/29/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$150.00			0.00					
13	WTLV	10/23/12	10/29/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		3	\$225.00			0.00					
14	WTLV	10/23/12	10/29/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		3	\$575.00			0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WTLV	10/23/12	10/29/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
15	WTLV	10/23/12	10/29/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		2		\$1,000.00		0.00					
16	WTLV	10/23/12	10/29/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		3		\$1,400.00		0.00					
17	WTLV	10/23/12	10/29/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MTWTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		5		\$1,000.00		0.00					
18	WTLV	10/23/12	10/29/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		3		\$1,200.00		0.00					
19	WTLV	10/23/12	10/29/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTFSS		3		\$400.00		0.00					
20	WTLV	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		2		\$150.00		0.00					
21	WTLV	10/23/12	10/29/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		2		\$80.00		0.00					
22	WTLV	10/27/12	10/27/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1		\$175.00		0.00					
23	WTLV	10/27/12	10/27/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1		\$160.00		0.00					
24	WTLV	10/27/12	10/27/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1		\$315.00		0.00					
25	WTLV	10/27/12	10/27/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1		\$315.00		0.00					
26	WTLV	10/28/12	10/28/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S		1		\$850.00		0.00					
27	WTLV	10/28/12	10/28/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S		1		\$160.00		0.00					
28	WTLV	10/28/12	10/28/12	Sports Final Late Sun Sports Final Late	CM	Su 12a-1a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S		1		\$150.00		0.00					

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**WTLV-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	WTLV	10/28/12	10/28/12	Sun 12x-1x	CM	Sun 12a-1a	-----S	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
				FCN on Point / Chris Matthews		(12:00 XM-12:30 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$30.00		0.00			
30	WTLV	10/28/12	10/28/12	Sun 12x-1x	CM	Sun 12a-1a	-----S	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
				FCN on Point / Chris Matthews		(12:30 XM-1:00 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$30.00		0.00			
31	WTLV	10/29/12	10/29/12	Mon Prime Other	CM	Various	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$3,000.00
				Mon Prime Special 2+ hour		(8:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$900.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>
		1	WTLV	10/29/12-11/04/12	Mon Prime Other		Various			(8:00 PM-10:00 M-----		:30		(\$900.00)	0.00
					See MG 31.2										
					[Per Management (Sam)]										
2	WTLV	10/29/12	11/04/12	Mon Prime Other		Various									
					MG for 31.1 10/29										
					[raised rates]										
32	WTLV	10/24/12	10/24/12	Wed Prime A	CM	Wed 8p-9p	--W----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
				Wed Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1				\$650.00		0.00			
33	WTLV	10/26/12	10/26/12	Fri Prime A	CM	Fri 8p-9p	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				Fri Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$550.00		0.00			
34	WTLV	10/26/12	10/26/12	Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
				Fri Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$1,350.00		0.00			
35	WTLV	10/28/12	10/28/12	NFL Regular Season	FO6M	NFL Regular Season	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				NFL Regular Season											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$2,500.00		0.00			
36	WTLV	10/23/12	10/29/12	530a-6a	CM	530a-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
				530a-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5				\$200.00		0.00			
37	WTLV	10/24/12	10/26/12	LN (M-Su)	CM	11-1135p	--WTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				Late News (M-Su)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		1				\$400.00		0.00			
38	WTLV	10/24/12	10/26/12	M-F 7-730p	CM	M-F 7p-7:30p	--WTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		1				\$1,000.00		0.00			
39	WTLV	10/24/12	10/26/12	M-F 730-8p	CM	M-F 7:30p-8p	--WTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		1				\$1,200.00		0.00			
40	WTLV	10/24/12	10/26/12	M-F 6-630p	CM	M-F 6p-6:30p	--WTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				M-F 6-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		1				\$1,000.00		0.00			
41	WTLV	10/28/12	10/28/12	NFL Regular Season	FO6M	NFL Regular Season	-----S	:30	1	\$5,250.00	P-1	0.00	NM	1	\$5,250.00
				NFL Regular Season											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$5,250.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
42	WTLV	10/24/12	10/26/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-- WTF --	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12   10/28/12   -- WTF --   1   \$150.00   0.00															
<b>Totals</b>													93	\$57,715.00	